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Voluntary Public

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FAS Support Results in Increased Forest Product Sales to Turkey

Report Categories:

Export Accomplishments - Events

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Report Highlights:

In response to continuing marketing efforts of FAS Ankara, in cooperation with the U.S. forest products industry, U.S. forest products exports to Turkey increased about 19 percent in the first nine months of 2011, reaching US\$ 49 million. FAS Ankara helped arrange Turkish industry visits to the United States. U.S. industry participation in the leading trade show in Turkey, and a technical seminar held in Turkey. These events, as well as active trade policy support, contributed to the continued growth in the market.

General Information:

FAS support for promotional activities helped increased U.S. forest product sales to Turkey. Recent activities include buyer's missions, exhibitions and technical seminars at trade shows, conferences, and matchmaking meetings. As a result of these efforts, Total U.S. forest product imports increased 19 percent during the first nine months of 2011.

FAS Turkey has organized two separate buyers missions to hardwood exporting state such as Indiana, West Virginia and Pennsylvania in cooperation with the state departments of agriculture. Each buying group had five buyers and resulted in an estimated US\$ 1.2 worth of sales since the visits. One member of our buyer's mission last summer recently bought 6 containers of U.S. hardwood lumber (oak and walnut) worth US\$ 200,000 from Pennsylvania and Ohio and another purchased US\$ 150,000 worth of veneer from Pennsylvania.

FAS Turkey also assisted with organization of three technical seminars, in partnership with the American Hardwood Export Council (AHEC), of which two were held during the Intermod trade show in Istanbul. AHEC brought a large number of U.S. companies to this event and on the sidelines FAS Turkey assisted the exhibitors and organized many individual programs tailored to specific companies.

The GSM 102 program also played an important role for U.S. forest product exporters doing business in Turkey. The GSM 103 program is being used for an increasing amount of wood chips. Total registration of wood chips under the program reached US\$ 47.5 million in FY 2011 and US\$ 3.8 million in first three months of FY 2012.

Consumption of forest products has been increasing in Turkey due to ongoing construction projects, fueled by increasing population, migration to the largest cities and growing income. In addition, the Turkish furniture industry and wood panel industries grew rapidly in recent years creating demand for imported wood raw materials such as logs, lumber and chips.

The U.S. became an important supplier of forest products for Turkey in recent years due to its promotion of the high quality and consistent standards of U.S. forest products. Total U.S. forest product imports have reached US\$ 49 million during the first nine months of 2011 up about 19 percent compared to the same period a year ago. While logs and chips imports from the U.S. were up 15 percent during this time period, hardwood lumber imports were up 49 percent and panel products 50 percent. Post expects demand for U.S. forest products to continue to grow further, particularly if technical and educational programs continue.